

**Remarks:**

Claims 1 and 4-18 are pending in the application. Claims 1 and 4-18 are rejected. Claims 1, 4-7 and 13 are cancelled without prejudice. Claims 8, 11, 14 and 17 are amended. In view of the above amendments and the following remarks, applicant requests reconsideration of the rejected claims under 37 C.F.R. § 1.111.

***Rejections under 35 U.S.C. §§ 102 and 103***

Claims 1, 4 and 13 are rejected under 35 U.S.C. § 102 as being anticipated by Farrell (U.S. Patent No. 5,383,129). Applicant disagrees with the rejections. However, in the interest of furthering prosecution, and without addressing the merits of those rejections, applicant has cancelled claims 1, 4 and 13 without prejudice.

Claims 8-12 and 14-18 are rejected under 35 U.S.C. § 102 as being anticipated by Sevcik et al. (U.S. Patent No. 6,330,542) or, in the alternative, under 35 U.S.C. § 103 as obvious over Sevcik et al. Sevcik et al. discloses an automated Internet quoting and procurement system that provides a graphical interface between buyers of commercial printing services and the providers of those services. The following is the graphical interface for the buyers:

---HEADER GRAPHICS HERE---

---BEGIN NEW JOB---

\*\* CUSTOMER ID. \*\*

--JOB ESTIMATE--	
• JOB TYPE	: POSTCARDS
• VOLUME	: 2500
• TURNAROUND	: 03/12/2000
• PRESS CHECK	: NO PRESS CHECK
• SHIPPING	: 2nd DAY AIR
• PRICE	: \$327.76
• SIZE : 6x9	
• PANEL	: 3 PANEL
• BINDING	: BUS. MAILER
• INK FRONT	: 4-COLOR+1 PMS
• INK BACK	: BLACK
• COATING	: NO COAT
• PAPER FINISH	: GLOSS
• PAPER WEIGHT	: 10 pt
• PAPER COLOR	: WHITE
• PAPER GRADE	: #1
CHANGE OPTIONS	
<input type="button" value="BEGIN JOB"/>	

CURRENT JOB STATUS

44

--SELECT JOB OPTIONS--	
JOB TYPE: POSTCARDS	
• QUANTITY	: <input type="button" value="CHOOSE QUANTITY"/>
• TURNAROUND	: <input type="button" value="ENTER DATE"/>
• PRESS CHECK	: <input type="button" value="NO PRESS CHECK"/>
• DELIVERY ZIP	: <input type="button" value="ZIP CODE"/>
• SHIPPING	: <input type="button" value="CHOOSE SHIPPING"/>
• GET HELP	
<input type="button" value="UPDATE ESTIMATE"/>	
50	

ACCOUNT HISTORY

---FOOTER GRAPHICS AND NAVIGATION HERE---

FIG.5

The print buyer selects the desired variables for the requested print job, such as quantity and delivery date. The system then generates an immediate quote from information provided by the commercial printing services. No business rule is selected or acted upon. Although the Examiner correctly notes that the buyer can change variables after receiving the quote and can request another quote (Sevcik et al., col. 9, Ins. 5-12), the Examiner misconstrues this change of variables as "selection of a business rule." Nevertheless, applicant has amended claim 8 to make it more clear. As amended, claim 8 recites "presenting a menu of alternative business rules to a user", "receiving a user's selection of a particular one of the alternative business rules" and "automatically modifying the set of attributes to comply with the user-selected business rule."

Page 8 - AMENDMENT  
 Serial No. 10/002,761  
 HP Docket No. 10006500-1  
 KH Docket No. HPCB 328

Despite the Examiner's assertions, Sevcik et al. actually employs static quoting algorithms based on job options selected by the buyer. All of the job options are available for selection in connection with a given print job (see Fig. 5 above). No job option selection effects any automatic change in print attributes. In fact, the indicated job options (indicated on the right screen in Fig. 5) are completely independent of the print job attributes (indicated on the left screen in Fig. 5).

Sevcik et al. does not disclose, teach, or suggest the use of business rules. Business rules are defined in page 4 of applicant's specification as:

a series of user-selectable rules, each configured to direct selection of attributes of the electronic document according to an objective of the corresponding business rule.

In contrast, print job attributes are defined in page 5 of applicant's specification as including:

"Media Type" 52, "Printer Technology" 54, "Number of Copies" 56, "Layout" 58, "Carrier Option" 60, "Finish Quality" 62, and "Document Processing" 64.

The "job options" identified by the Examiner in no way direct selection of any of the identified print job attributes. In fact, the job options only impact selection of a particular print provider.

For at least the foregoing reasons, the rejection of claim 8 under 35 U.S.C. § 102(e) based on Sevcik et al. should be withdrawn. Claims 9 and 10 depend from claim 8, and thus are allowable for at least the same reasons as claim 8.

Like claim 8, each of independent claims 11, 14 and 17 recite presenting a menu of alternative business rules, receiving a user's selection of a particular one of the alternative business rules, and automatically modifying the set of attributes to comply with the user-selected business rules. Claims 11, 14 and 17 thus are

Page 9 - AMENDMENT  
Serial No. 10/002,761  
HP Docket No. 10006500-1  
KH Docket No. HPCB 328

allowable for at least the same reasons as claim 8. Claims 12, 15, 16 and 18 depend from claims 11, 14 and 17, and thus also are allowable for at least the same reasons as claim 8.

Claims 5-7 are rejected under 35 U.S.C. § 103 as being obvious over Sevcik et al., and further in view of Kara (U.S. Patent No. 5,983,209). Applicant disagrees with the rejections. However, in the interest of furthering prosecution, and without addressing the merits of those rejections, applicant has cancelled claims 5-7 without prejudice.

Applicant believes that this application is now in condition for allowance, in view of the above amendments and remarks. Accordingly, applicant respectfully requests that the Examiner issue a Notice of Allowability covering the pending claims. If the Examiner has any questions, or if a telephone interview would in any way advance prosecution of the application, please contact the undersigned attorney of record.

Respectfully submitted,

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to Examiner T. Nguyen, Group Art Unit 3629, Assistant Commissioner for Patents, at facsimile number (703) 305-7687 on April 18, 2005.



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Page 10 - AMENDMENT  
Serial No. 10/002,761  
HP Docket No. 10006500-1  
KH Docket No. HPCB 328